

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. **(Original)** A processing system comprising a terminal device for performing sales management of a commodity purchased by a customer, on the basis of a commodity code put on the commodity, a copying machine connected to the terminal device over a line, and a center, connected to the terminal device over a line, for managing the terminal device, wherein

the center comprises:

first transmission means for transmitting advertisement information to the terminal device; and

a database for storing print data of detailed information of the advertisement or an application form,

the terminal device comprises:

display means for displaying the advertisement to the customer on the basis of the advertisement information transmitted from the center;

instruction means, provided near the display means, for instructing printing of the detailed information of the advertisement or the application form, which is displayed on the display means; and

processing means for reading out the print data of the displayed detailed information of the advertisement or the application form from the database of the center in accordance with an instruction from the instruction means, and transmitting the read-out data to the copying machine, and

the copying machine comprises:

printing means for performing printing based on the print data of the detailed information of the advertisement or the application form, which is transmitted from the terminal device.

2. **(Original)** A processing system according to claim 1, wherein the database stores the detailed information of the commodity of the advertisement or print data of the application form, as well as detailed information of a related commodity and print data of an application form.

3. **(Previously presented)** A processing system according to claim 1, wherein the processing means reads out of the database of the center the detailed information of the commodity of the displayed advertisement or print data of the application form as well as detailed information of a related commodity and print data of an application form, and transmits the read-out result to the copying machine.

4. **(Original)** A processing system according to claim 1, wherein additional information such as an advertisement ID, a print date/time and a code representing a shop is added to the print data of the detailed information or the application form, which is read out by the processing means.

5. **(Previously presented)** A processing system according to claim 1, wherein ID information added to additional information stored in the database of the center is added to the print data of the detailed information or the application form, which is read out by the processing means.

6. **(Original)** A processing system according to claim 1, wherein an ID of customer information managed by the center is added to the print data of the detailed information or the application form, which is read out by the processing means.

7. **(Currently amended)** A processing system according to claim 1, wherein the copying machine further comprises: comprising a terminal device for performing sales management of a commodity purchased by a customer, on the basis of a commodity code put on the commodity, a copying machine connected to the terminal device over a line, and a center, connected to the terminal device over a line, for managing the terminal device, wherein

~~the center comprises:~~

~~first transmission means for transmitting advertisement information to the terminal device; and~~

~~a database for storing print data of detailed information of the advertisement or an application form;~~

~~the terminal device comprises:~~

~~display means for displaying the advertisement to the customer on the basis of the advertisement information transmitted from the center;~~

~~instruction means, provided near the display means, for instructing printing of the detailed information of the advertisement or the application form, which is displayed on the display means; and~~

~~processing means for reading out print data of the displayed detailed information of the advertisement or the application form from the database of the center in accordance with an instruction from the instruction means, and transmitting the read out data to the copying machine, and~~

~~the copying machine comprises:~~

~~printing means for performing printing based on the print data of the detailed information of the advertisement or the application form, which is transmitted from the terminal device;~~

reading means for reading the application form which has been printed by the printing means and on which necessary items have been filled in; and

second transmission means for transmitting image data of the application form read by the reading means to the center.

8. **(Original)** A processing system according to claim 7, wherein the second transmission means transmits the image data by adding thereto additional information such as a read date/time and a shop code.

9. **(Original)** A processing system according to claim 7, wherein the second transmission means comprises:

memory means for temporarily storing the image data of the application form read by the reading means; and

transmission control means for executing a control to transmit to the center the image data stored in the memory means when the amount of the image data has reached a predetermined value.

10. **(Original)** A processing system comprising a terminal device for performing sales management of a commodity purchased by a customer, on the basis of a commodity code put on the commodity, a copying machine connected to the terminal device over a line, and a center, connected to the terminal device over a line, for managing the terminal device, the center having a facsimile server for receiving transmission information from a facsimile apparatus, wherein the center comprises:

first transmission means for transmitting advertisement information to the terminal device; and

a database for storing print data of detailed information of the advertisement or an application form,

the terminal device comprises:

display means for displaying the advertisement to the customer on the basis of the advertisement information transmitted from the center;

instruction means, provided near the display means, for instructing printing of the detailed information of the advertisement or the application form, which is displayed on the display means; and

control means for reading out the print data of the displayed detailed information of the advertisement or the application form from the database of the center in accordance with an instruction from the instruction means, and executing a print-out control through the copying machine on the basis of the print data of the detailed information or the application form, and

the facsimile apparatus comprises:

reading means for reading the application form which has been printed from the copying machine by the control of the control means and on which necessary items have been filled in; and

transmission means for transmitting image data of the application form read by the reading means to the center.

11. **(Original)** A processing system comprising a terminal device for performing sales management of a commodity purchased by a customer, on the basis of a commodity code put on the commodity, a copying machine connected to the terminal device over a line, and a center, connected to the terminal device over a line, for managing the terminal device and transmitting advertisement information to

the terminal device, the center having a database for storing print data of detailed information of an advertisement or an application form, wherein

the terminal device comprises:

display means for displaying the advertisement to the customer on the basis of the advertisement information transmitted from the center;

instruction means, provided near the display means, for instructing printing of the detailed information of the advertisement or the application form, which is displayed on the display means; and

processing means for reading out the print data of the displayed detailed information of the advertisement or the application form from the database of the center in accordance with an instruction from the instruction means, and transmitting the read-out data to the copying machine,

the copying machine comprises:

printing means for performing printing based on the print data of the detailed information of the advertisement or the application form, which is transmitted from the terminal device;

reading means for reading the application form which has been printed by the printing means and on which necessary items have been filled in; and

transmission means for transmitting image data of the application form read by the reading means to the center, and

the center comprises:

control means for transmitting, to the copying machine application, result information on an application by the application form, which is based on the image data of the application form transmitted by the transmission means, and executing a control to print out the result information of the application through the copying machine.

12. **(Original)** A processing system according to claim 11, wherein the control means executes, when the result of the application indicates that the commodity is out of stock, a control to output through the copying machine an application result accompanied with print data of advertisement information of a substitute commodity and an application form.

13. **(Original)** A processing system comprising a terminal device for performing sales management of a commodity purchased by a customer, on the basis of a commodity code put on the commodity, a copying machine connected to the terminal device over a line, and a center, connected to the terminal device over a line, for managing the terminal device and transmitting advertisement information to the terminal device, the center having a database for storing print data of detailed information of an advertisement or an application form; wherein

the terminal device comprises:

display means for displaying the advertisement to the customer on the basis of the advertisement information transmitted from the center;

instruction means, provided near the display means, for instructing printing of the detailed information of the advertisement or the application form, which is displayed on the display means; and

processing means for reading out the print data of the displayed detailed information of the advertisement or the application form from the database of the center in accordance with an instruction from the instruction means, and transmitting the read-out data to the copying machine,

the copying machine comprises:

printing means for performing printing based on the print data of the detailed information of the advertisement or the application form, which is transmitted from the terminal device;

reading means for reading the application form which has been printed by the printing means and on which necessary items have been filled in; and

transmission means for transmitting image data of the application form read by the reading means to the center, and

the center comprises:

information transmission means for transmitting, to a predetermined information transmission destination, result information on an application by the application form, which is based on the image data of the application form transmitted by the transmission means.

14. **(Cancelled)**

15. **(Original)** A processing system according to claim 13, wherein the information transmission means uses an E-mail.

16. **(Original)** A processing system according to claim 13, wherein the information transmission means uses an e-mail.

17. **(Original)** A processing system according to claim 13, wherein the copying machine is provided with setting means for setting an application mode for applying for a commodity.

18. **(Original)** A processing system comprising a terminal device for performing sales management of a commodity purchased by a customer, on the basis of a commodity code put on the commodity, a copying machine connected to the terminal device over a line, and a center, connected to the terminal device over a line, for managing the terminal device and transmitting advertisement information to

the terminal device, the center having a database for storing print data of detailed information of an advertisement or an application form, wherein

the terminal device comprises:

settlement means for performing an accounting for the commodity purchased by the customer;

display means for displaying the advertisement to the customer on the basis of the advertisement information transmitted from the center;

instruction means, provided near the display means, for instructing printing of the detailed information of the advertisement or the application form, which is displayed on the display means;

processing means for reading out the print data of the displayed detailed information of the advertisement or the application form from the database of the center in accordance with an instruction from the instruction means, and transmitting the read-out data to the copying machine; and

transmission means for transmitting, when personal information has been acquired in the accounting by the settlement means, the personal information to the digital copying machine, and

the copying machine comprises:

reception means for receiving the print data of the detailed information and the application form, which has been transmitted from the processing means, and the personal information transmitted by the transmission means; and

control means for printing out the print data of the detailed information and the application form, which has been received by the reception means, by adding thereto the personal information.

19. **(Original)** A processing system according to claim 18, wherein the personal information acquired in the accounting by the settlement means is a personal profile

such as an address acquired from a mobile phone, a credit card, a debit card, a settlement IC card, etc.

20. **(Original)** A processing system comprising a terminal device for performing sales management of a commodity purchased by a customer, on the basis of a commodity code put on the commodity, a copying machine connected to the terminal device over a line, and a center, connected to the terminal device over a line, for managing the terminal device and transmitting advertisement information to the terminal device, the center having a database for storing print data of detailed information of an advertisement or an application form, wherein

the terminal device comprises:

display means for displaying the advertisement to the customer on the basis of the advertisement information transmitted from the center;

instruction means, provided near the display means, for instructing printing of the detailed information of the advertisement or the application form, which is displayed on the display means; and

processing means for reading out the print data of the displayed detailed information of the advertisement or the application form from the database of the center in accordance with an instruction from the instruction means, and transmitting the read-out data to the copying machine,

the copying machine comprises:

printing means for performing printing based on the print data of the detailed information of the advertisement or the application form, which is transmitted from the terminal device;

reading means for reading the application form which has been printed by the printing means and on which necessary items have been filled in; and

transmission means for transmitting image data of the application form read by the reading means to the center, and

the center comprises:

recognition means for recognizing the filled-in information on the application form on the basis of the image data of the application form transmitted by the transmission means; and

transfer means for transferring the information recognized by the recognition means along with the image data to an advertiser of the advertisement.

21. **(Original)** A processing system according to claim 20, wherein the transfer means is an E-mail.

22. **(Original)** A processing system comprising a terminal device for performing sales management of a commodity purchased by a customer, on the basis of a commodity code put on the commodity, a copying machine connected to the terminal device over a line, and a center, connected to the terminal device over a line, for managing the terminal device, the center having a database for storing information including advertisement information, print data of detailed information of an advertisement or an application form, and accounting information of the commodity purchased by the customer, wherein

the terminal device comprises:

settlement means for performing an accounting for the commodity purchased by the customer;

display means for displaying the advertisement to the customer on the basis of the advertisement information transmitted from the center;

instruction means, provided near the display means, for instructing printing of the detailed information of the advertisement or the application form, which is displayed on the display means; and

control means for executing, when the printing has been instructed by the instruction means, a control to read out from the center the print data of the detailed information of the commodity of the displayed advertisement and the application form, and

the center comprises:

correlation analysis means for performing a correlation analysis on the basis of a database for storing the print data of the detailed information and the application form, which is read out by the control of the control means, a database for storing the advertisement information transmitted to the terminal device, and a database for storing accounting information acquired in the accounting by the settlement means; and

updating means for updating the database storing the advertisement information on the basis of a result of the correlation analysis means.

23. **(Original)** A processing system according to claim 22, wherein the updating means performs updating at regular time intervals.

24. **(Original)** A processing system according to claim 22, wherein the updating means performs updating at regular intervals.

25. **(New)** A terminal device, connected to printing means over a predetermined line and connected to a center server over another line, for performing sales management of a commodity, on the basis of a commodity code put on the commodity purchased by a customer, comprising:

reception means for receiving at least one of detailed information of advertisement or printed data of application form stored in the center server;  
display means capable of displaying advertisement to the customer on the basis of the advertisement information received by the reception means;  
instruction means, provided near the display means, for performing a predetermined instruction processing on the information, which is displayed by the display means, and which has been received by the reception means; and  
transmitting/receiving means for reading out corresponding information from the center server in accordance with the instruction processing by the instruction means, and transmitting the information to the printing means.

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